

## CLAIMS

What is claimed is:

1. A method comprising:  
sensing presence of a consumer proximate to a display of consumer goods;  
invoking, based on the presence of the consumer, an advertisement selected from a group  
of previously supplied advertisements, the advertisements directed to at least one  
sense of the consumer; and  
reporting statistics of invocation of advertisements.
2. The method as defined in claim 1 wherein sensing the presence of the consumer further  
comprises ultrasonically detecting the presence of the consumer.
3. The method as defined in claim 1 wherein sensing the presence of the consumer further  
comprises detecting changes in an electric field caused by presence of the consumer.
4. The method as defined in claim 1 wherein sensing the presence of the consumer further  
comprises optically detecting the presence of the consumer.
5. The method as defined in claim 4 wherein optically detecting further comprises detecting  
using a laser system.
6. The method as defined in claim 1 wherein sensing the presence of the consumer further  
comprises detecting a radio frequency identification device carried by the consumer.

7. The method as defined in claim 1 wherein invoking an advertisement directed to at least one sense of the consumer further comprises invoking an advertisement directed to at least one sense selected from the group: visual, audio and olfactory.
8. The method as defined in claim 1 wherein invoking an advertisement further comprises playing a video clip.
9. The method as defined in claim 8 wherein invoking an advertisement further comprises playing a video clip with audio.
10. The method as defined in claim 1 wherein invoking an advertisement further comprises playing an audio clip.
11. The method as defined in claim 1 wherein invoking an advertisement further comprises releasing a chemical to be detected by the consumer's sense of smell.
12. The method as defined in claim 1 further comprising detecting removal of a consumer good from the display of consumer goods.
13. The method as defined in claim 12 wherein detecting removal of a consumer good from the display of consumer goods further comprises reading a radio frequency tag embedded in the consumer good as the tag passes through a reading beam.

14. The method as defined in claim 1 wherein the display of consumer goods is a product display having a door, and wherein sensing presence of the consumer further comprises sensing opening of the door.
15. The method as defined in claim 14 wherein sensing opening of the door further comprises ultrasonically detecting opening of the door.
16. The method as defined in claim 14 wherein invoking an advertisement directed to at least one sense of the consumer further comprises invoking an advertisement directed to at least one sense selected from the group: visual, audio and olfactory.
17. The method as defined in claim 14 wherein the product display having a door is a freezer.
18. An advertising system comprising:  
a first computer system;  
a remote advertising player coupled to the first computer system by way of a communication system; and  
wherein the remote advertising player senses presence of a person, and plays an advertisement stored in the remote advertising player previously supplied by the first computer system, and wherein the remote advertising system reports a metric of advertising play to the first computer system.

19. The system as defined in claim 18 wherein the communication system comprises, at least in part, a wireless communication system. ‘
20. The system as defined in claim 19 wherein the remote advertising player further comprises:  
a radio frequency communication circuit that may at least periodically wirelessly coupled  
to the first computer system;  
a storage medium coupled to the radio frequency communication circuit, the storage  
medium storing advertisements; and  
a communication device for reproducing the advertisement.
21. The system as defined in claim 20 wherein the communication device further comprises  
video display.
22. The system as defined in claim 20 wherein the communication device further comprises an  
audio speaker.
23. The system as defined in claim 22 wherein the communication device further comprises a  
video display.
24. The system as defined in claim 18 further comprising a second computer system coupling  
the first computer system and the remote advertising player, and wherein the second computer  
system facilitates communications between the first computer system and the advertising player.

25. The system as defined in claim 24 wherein the second computer system couples to the first computer system by way of an Internet connection.
26. The system as defined in claim 25 wherein the second computer system couples to the first computer system by way of a satellite communication system.
27. The system as defined in claim 24 wherein the second computer system couples to the advertising player by way of the wireless communication system.
28. The system as defined in claim 18 further comprising a sensing device coupled to the advertising player, and wherein the advertising player plays advertisements when the sensing device detects presence of a person.
29. The system as defined in claim 28 wherein the sensing device further comprises an ultrasonic sensor.
30. The system as defined in claim 29 wherein the ultrasonic sensor is in operational relationship to a door of a freezer.
31. The system as defined in claim 28 wherein the sensing device further comprises an electric field sensing device adapted to detect presence of the person by changes in ambient electric field caused by the person.

32. The system as defined in claim 28 wherein the sensing device further comprises an optical sensing device.

33. The system as defined in claim 32 wherein the optical sensing device further comprises a laser based sensing device.

34. The system as defined in claim 28 wherein the sensing device further comprises a radio frequency identification tag reader, and wherein the radio frequency identification tag reader detects a person carrying a radio frequency identification tag.

35. The system as defined in claim 18 further comprising a radio frequency identification tag reader coupled to the advertising player, and wherein the advertising player detects that a person has removed an item from a group of items by scanning a radio frequency identification tag associated with the item.

36. The system as defined in claim 18 further comprising a third computer system coupled to the first computer system, the third computer system used to create advertisements.

37. The system as defined in claim 18 wherein the advertising player provides information to a person about products proximate to the advertising player.

38. The system as defined in claim 37 wherein the advertising player provides nutritional information about foods proximate to the advertising player.

39. A system comprising:
- a processor;
  - a random access memory (RAM) coupled to the processor;
  - a communication device coupled to the processor;
  - a sensing device coupled to the processor; and
  - an advertisement reproduction device coupled to the processor;
- wherein the system receives advertisements by way of the radio frequency communication device and stores the advertisements in the RAM;
- wherein the processor is programmed to sense proximity of a consumer using the sensing device, and when a consumer is detected by the sensing device, the processor is further adapted to play an advertisement stored in the RAM on the advertisement reproduction device;
- wherein the processor is further programmed to send data to external devices, by way of the radio frequency communication device, regarding statistics of advertising play.
40. The system as defined in claim 39 wherein the sensing device comprises at least one device selected from the group of: ultrasonic sensor, laser device, magnetic flux change sensor, and radio frequency identification tag reader.
41. The system as defined in claim 39 wherein the advertisement reproduction device further comprises an audio speaker.

42. The system as defined in claim 39 wherein the advertisement reproduction device further comprises a video display.

43. The system as defined in claim 42 wherein the advertisement reproduction device further comprises a audio speaker.

44. The system as defined in claim 42 wherein the video display further comprises a touch screen control panel, and wherein the system is adapted to interactively provide information to the consumer.

45. The system as defined in claim 39 wherein the communication device further comprises a radio frequency communication device.

46. The system as defined in claim 39 wherein the communication device further comprises a network interface.

47. A system comprising:  
a means for executing programs and storing information;  
a means for reproducing advertisements coupled to the means for executing programs by way of means for wirelessly communicating; and  
wherein the means for reproducing senses presence of a person, and plays advertisements stored in the means for reproducing previously supplied by the means for executing.